BUSINESS WEB PAGE DESIGN

Units of Credit: Semester (.5)
CIP Code: 520254
Levels: 10-12
Prerequisites: None

COURSE DESCRIPTION

This semester course provides students with advanced Internet skills and techniques as well as a major emphasis on beginning Web page design. Students will explore resources of the Internet and its tools through the use of e-mail, search engines and browsers. HTML and Web publishing software will be used to design, create, format and edit Web pages.

CORE STANDARDS AND OBJECTIVES	
STANDARD 0000-01	The student will demonstrate a basic knowledge of the Internet and the tools used to access information. (5 hours or 8%)
OBJECTIVES 0101	Identify important events in the history of the Internet, World Wide Web and browsers.
0102	Explain how the Internet works.
0103	Define basic Internet terminology.
0104	Differentiate between Internet and intranet.
0105	Understand file types and file extensions; .jpeg, .gif, .html, .exe, .txt, .doc, .zip, and .pdf
STANDARD 0000-02	The student will understand and/or use e-mail. (5 hours or 8%)
OBJECTIVE 0201	Send and receive e-mail.
0202	Understand and use proper e-mail "netiquette."
0203	Understand advantages, disadvantages and legal issues of e-mail.
0204	Use e-mail features, i.e.; forwarding, replying, copy notations, signatures, attachments, folders, etc.
0205	Create an address book/distribution list.
0206	Explain Web based mail servers.

STANDARD 0000-03	The student will be able to demonstrate how easily information can be located and utilized. (5 hours or 8%)
OBJECTIVES 0301	Use various techniques on multiple search engines to locate specific information.
0302	Utilize category searches: people, maps, current events, etc.
0303	Use an online library to search for specific information.
STANDARD 0000-04	The student will explore Internet sites related to business disciplines and resources. (8 hours or 13%)
OBJECTIVES 0401	Explore a variety of business sites to access product or vendor support information; such as game cheats, instruction manuals, parts, updated software, etc.
0402	Understand the use and security risks of smart cards/credit cards and electronic banking; such as secure sites vs. non-secure sites. (padlock – encryption)
0403	Collect, analyze, and compare data from the Internet in a project. (Ex: stocks, home and/or car purchase, trip, etc.)
STANDARD 0000-05	The student will use HTML to create attractive Web pages. (15 hours or 25%) (Link to HTML tag list)
OBJECTIVES 0501	Explore and understand basic good Web design principles such as white space, font styles, set up, use of graphics, viewing patterns, load time, purpose and audience.
0502	Create paragraphs, line breaks, horizontal rules, bulleted and numbered lists, and tables.
0503	Use headings and font enhancements (bold, italics, etc.).
0504	Create hyperlinks and e-mail links.
0505	Insert and format images.
0506	Use colors to change backgrounds and text.
0507	Use images for backgrounds.
STANDARD 0000-06	The student will use commercial Web design software (ie. Macromedia) to create attractive Web pages. (20 hours or 33%)
OBJECTIVES 0601	Create paragraphs, line breaks, horizontal rules, bulleted and numbered lists, and tables.

0602	Use headings and font enhancements (bold, italics, etc.).
0603	Create hyperlinks and e-mail links.
0604	Insert and format images and buttons, including cropping and editing in a graphic design program such as Fireworks.
0605	Use colors to change backgrounds and text.
0606	Use images for backgrounds.
0607	Use a scanner or digital camera to incorporate photos into a Web page.
0608	Convert a word processed and/or Excel, Powerpoint document into a Web page with appropriate formatting.
STANDARD 0000-07	The student will understand personal safety issues of Internet use, including viruses. (2 hours or 3%)
0701	Explain appropriate and inappropriate uses of chat lines.
0702	Determine the validity of various Websites.
0703	Understand and adhere to an Acceptable Use Policy.
0704	Explain proper ethics and copyright when using the Internet.
0705	Explain differences in software copyrights. (freeware, shareware, public domain, commercial, etc.)